



TF-PR HOW TO...

How to... make an annual report

Think about why:

- Legal obligation
- Gain credibility and transparency
- Image and identity
- Motivate personnel
- Tool for evaluation
- Information
- Other reasons?

For many organisations, the annual report has become less a financial tool and more a communication/PR tool - more creative and more dynamic.

Determine the Target Audience:

- Staff
- Politicians / government / Parliament
- Administration / ministries
- Customers: universities, colleges, schools, research centres, ...
- Organisations: other NRENs, TERENA, DANTE
- Key contacts: researchers, ...
- Suppliers
- Media, journalists

Which languages do you need ?

Questions:

- What are the primary and secondary target groups of your annual report?
- Can you reach some of these groups more efficiently in another way?
- What interests the target group the most?
- What do they already know about your organisation?
- What image do they have of your organisation? What image do you want them to have? Can an annual report help?
- Do you want to inform? Motivate? Keep in contact? Reassure?

Do:

- Find a method that works within your organisation.
- Evaluate after each annual report and make changes in the project for next year – eg., an annual report task force
- Be very clear about what you expect from others
- Be very clear about who takes the final decision
- Ask for administrative support

Theme

- Central message
- Topical matter / subject
- Influences what comes next

Don't postpone choice of the title.

Do test translation of the title.

Table of Contents

- Point of view of the reader vs. structure of the organisation
- Mind mapping, think 'out of the box'
- Adapt to chosen theme
- Use testimonials (internal, external)
- Overview of important facts/projects



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Collecting information

Do:

- Give instructions asap
- Hold on to a realistic timing
- Check the information
- Be critical
- Double check the information
- Centralise the information
- Keep in mind target groups and goals
- Triple check the information
- Use project sheets + interviews

Criteria for Content

| YES | NO |
|--|--|
| - Facts - Specific projects and realisations - Past actions with link to future - Clear figures | - Opinions - General description of the past year - Dwell on past and future - Vague words as 'many' or 'few' - Promotion of minister in charge - Promotion of commercial suppliers |

Criteria for style and structure

| YES | NO |
|--|---|
| - Titles and subtitles - Frames to highlight a project - Interviews - Visuals: graphs, tables, ? - Images and photos | - jargon, technical terminology - Abbreviations without full name in footnote or () - Management language - Long texts |

Lay-out

- What image do you want?
- House style?
- **Do:** Get professional advice
- **Don't:** Let too many people decide

Structure elements

- Simple, based on organisation
- Theme
- Strategic introduction
- Point of view of the readers, testimonials

Fewer pages, focus on activities and on what's new, limit general corporate information

Visual elements

- Graphs
- Pictures of cables
- No pictures but graphical elements
- Pictures of people (board members, etc)